

TICKETING TREND REPORT





TICKETING TREND REPORT

We're over halfway into 2024, can you believe it? Festivals have launched, tickets have sold and attendees have flocked through the gates in search of this summer's party to remember.

Some of you will be hard at work planning your moves for your next festival or your calendar of events for the coming months; others will be working all hours to ensure that your festival runs smoothly when the date rolls around.

Or, maybe you're out in Ibiza, working tirelessly to deliver knockout events to excited event attendees who've made the island their number-one destination this year. We're not jealous of the glorious weather, we promise.

While festival and Ibiza season are the big hitters come summertime, we've also had the small matter of a major international footballing tournament. That's right, the EUROS have been inescapable lately, with thousands of fans flocking to the nearest pub or fan park to cheer on the England boys. England unfortunately couldn't bring it home this year, losing to Spain 2-1.

For now, though, it's time to take a pause from what you're doing and read our Ticketing Trend Report. If you're a regular reader, welcome back. If not, we're glad to have you on board. The Ticketing Trend Report is our quarterly round-up of all the valuable insights we've gathered from current consumer buying trends.

Expect to find insights from our Head of Account Management, Jemmy Varley; data from our Development team; input from our Paid Media and SEO teams; and, of course, all the noteworthy articles from our Promotion Centre blog.

As we mentioned earlier, festivals and Ibiza make up the bulk of the summer for promoters, so we'll be covering those in detail later on. For now, though, let's hand over to one of our most experienced team members, Jemmy Varley, for a look at the trends observed during Q2 of 2024.

**A WORD FROM OUR
HEAD OF ACCOUNT
MANAGEMENT,
JEMMY VARLEY**



“

SMALL TO MEDIUM FESTIVALS ARE AVERAGING BETWEEN 20-30% OF SALES IN THE FINAL 10 DAYS OF THE CAMPAIGN, WHICH SHOWS AN INCREASE FROM LAST YEAR.

“Getting Festival launches right is imperative at the minute. One positive trend we’re seeing is next year’s relaunch strategy. A brand-led launch first, including a short sign-up period during or straight after this year’s festival, followed by the full lineup launch later in the campaign. We’ve found having an extra launch hasn’t taken anything away from the main lineup launch, with both getting two big spikes in interest and sales and being ahead of previous years percentage-wise.



Small to medium festivals are averaging between 20-30% of sales in the final 10 days of the campaign, which shows an increase from last year. We think some of the doom and gloom created by certain media outlets around festivals caused consumers to be a little more sceptical and book late as a result. The good news is we’re not seeing any percentage increase in cancellations or postponements this summer. In fact, we’re on course for a record-breaking summer for growth.

It’s important to tailor your campaign around this period of festival season. Engagement, Return On Ad Spend and conversions are much stronger at the beginning of a festival campaign and in the final days of it. I would definitely have strong announcements ready and an increase in coverage overall lined up for those periods.”

FESTIVAL & IBIZA INSIGHTS



4.1K%

INTAKE OF NEW
IBIZA ACCOUNTS
THIS YEAR.

129%

NUMBER OF
FESTIVAL LISTINGS
HAS RISEN BY

41%

INCREASE IN NEW
FESTIVAL ACCOUNTS ON
THE SKIDDLE WEBSITE.

Our B2B Content Team spent the first quarter of 2024 publishing articles that gave festival promoters advice and tips on delivering the best events possible. Once the Bank Holiday began to loom, they changed tack, tailoring their output to advise promoters on Easter events.

As we moved from Q1 to Q2, Ibiza was on its way. So, the team compiled a range of articles, the most comprehensive coming in the form of The Event Organisers Guide To Ibiza.

The Event Organisers Guide To Ibiza is a 3,500-word guide designed to assist newcomers who want to crack the island and promote successful events. We enlisted the help of experts like Nick Ferguson, who provided valuable insight on finding venues and managing budgets.

Alongside words from Nick, we used our own expertise, showing promoters how to use social media to promote their events and explaining how paid media can benefit them. We also took a look at how Skiddle is equipped to help promoters who want to make waves on the island.

Thinking about expanding to Ibiza next year?

Know someone who wants to break into the scene over there? Click here to download the **FREE** Event Organisers Guide To Ibiza.

In addition to the guide, we also went in-depth on social media promotion, combing through the Instagram pages of three of Ibiza's clubs and looking at how event organisers can learn from them.

The article was supplemented by another in-depth look, this time showing promoters how we're helping events on the island, should they want to use our services. Our intake of new Ibiza accounts rose by **4100% this year**.

In the festival front, the biggest piece of content we published was Your Guide To Hosting A Sustainable Festival. Similar in structure to the guide aimed at promoters in Ibiza, this guide gave promoters all the tools they needed to make their festivals eco-friendly in the face of a rapidly changing climate. Click here to download it for free.

Statistics-wise, we've seen a huge increase. When compared with Q2 2023, the number of festival listings has **risen by 129%** and we've seen a **41% increase in new festival accounts** on the Skiddle website.

SKIDDLE'S PERFORMANCE Q2 2023 VS Q2 2024



For the penultimate section of the Ticketing Trend Report, we're going to compare our performance as a company between the second quarter of 2024 and the second quarter of 2023.

But don't worry, we're not aimlessly gloating. It's a chance to show you how Skiddle's growth contributes to improving the visibility and profitability of your events.

First up, we've seen a 9% increase in the total amount of Skiddle website users. Total app users are up by 1%, while average monthly app users are up by 2.7%. This means more eyes on your event and more sales.

When it comes to the financials, we've grown in Q2, seeing an increase of 5% when it comes to face-value ticket sales. It also seems that word about our market-leading features is getting out there, as we've seen a 78% increase in events listed on the Skiddle website from the same quarter in 2023. The number of new accounts listed on our website grew by 42%.

Our team remain hard at work, searching for new ways to better support your events. We'd like to take this opportunity to say thank you to all of you, the event organisers, for continuing to list events with us and for helping to push Skiddle to be the best it can be.

Stay tuned for the next Ticketing Trend Report due to be published this November. Until then, keep an eye on Skiddle's social channels and The Promotion Centre Blog, to gain further insight into consumer buying trends and more.

78%

INCREASE IN EVENTS LISTED ON THE SKIDDLE

42%

NEW ACCOUNTS LISTED ON OUR WEBSITE

9%

INCREASE IN AMOUNT OF SKIDDLE WEBSITE USERS

5%

FACE-VALUE TICKET SALES INCREASE

2.7%

AVERAGE MONTHLY APP USERS UP BY

1%

TOTAL APP USERS ARE UP BY

LOOKING FOR HELP MAKING YOUR EVENTS RANK HIGH ON SEARCH ENGINES?

To provide you with some insight on how to make your events rank high on search engines like Google, we've enlisted the help of our SEO Manager, Terry Banks.

Terry knows SEO like the back of his hand and was kind enough to answer all our questions on the subject.

Click [here](#) to read the interview.



THANK YOU

